

EDITORIALS

Medical Schools Aided

MANY OF THE COUNTRY'S medical schools will be assisted this year by a gift of \$100,000 approved by the California Medical Association at its 1954 Annual Session.

This appropriation was approved by the Council and confirmed by official action of the House of Delegates. The contribution carries one string—only medical schools that are not state-supported institutions are to participate in allotments from this particular fund.

Back of this vote lies a rather sorry story of apparent lack of interest on the part of California physicians in contributing to the American Medical Education Foundation. Where voluntary contributions have failed to produce a decent sum, the policy-making bodies of the Association took it upon themselves to make up for this lack.

In the first year of operation of the American Medical Education Foundation, the California Medical Association voted, through its Council, to appropriate \$100,000 to this worthy cause. This vote was taken both as a means of supporting the fund drive and of encouraging other states to take similar steps.

The following year there was criticism of the Council's action, not because of a lack of sympathy with the objective but because of the question of policy as to whether or not the Council should be so generous with the Association's funds without express authority from the House of Delegates.

In view of this criticism the Council voted not to repeat the initial contribution but to try to organize a statewide drive to secure individual contributions. This was done for two years, with rather dismal results. Individual physicians found it convenient to forget about the need for financing medical schools. Some reported their own gifts, each to his own *alma mater*. Some questioned the propriety of

supplying funds to state-supported medical schools that had merely to go to a state legislature for needed money.

Conversely, some physicians gave generously, either to the American Medical Education Foundation or direct to their own schools. The sad part of this otherwise bright note was that the generosity of the few was more than outweighed by the paucity of gifts from the many. The average was extremely low.

In 1953, a proposal was made to the CMA House of Delegates to add \$25 per year to the Association's membership dues and to earmark this sum for the AMEF. This proposal was defeated by the House, which suggested that pamphlets be prepared for enclosure with the 1954 dues statements. This was done and the response was somewhat improved over the preceding year. Still, the average for the physicians of California remained low.

Suggestions have been made that the raising of funds for our medical schools should be placed in the hands of professional fund-raisers. Others have urged that a separate department of the Association be established for this single purpose. Still others have argued that the only way a decent fund may be raised each year is through an addition to the annual dues.

All these suggestions have met with objections, for a variety of reasons. The ultimate system for assuring a reasonable contribution from the physicians of California, year in and year out, has not yet been adopted. The need remains but the method has not yet arrived.

In view of this stalemate, the CMA Council took the action this year of again appropriating \$100,000 to aid medical education. This time the Council's action was taken directly to the House of Delegates. There, where several years ago the cry was raised that the House might not have approved the action

by the Council, this year there was no objection voiced to supplying the \$100,000 to the AMEF. The only condition was the one already mentioned, namely, that medical schools that are primarily state-supported are not to share in these funds. Such schools are expected, rather, to seek their operating budgets from their own state legislatures.

This appropriation will establish California in the higher echelons of the states, both in total funds contributed and in the average contribution per member. Such a position, however, will hold only for 1954 under the terms of the present commit-

ment. What will happen in 1955 or later years still is not known. It is evident that the needs of the medical schools will continue from year to year. It is evident that physicians must take an aggressive attitude in raising the funds that are needed for properly conducting our schools. It is evident that a sound, continuing program for raising funds must be set up. It is likewise evident that the hit-or-miss reliance on individual contributions is not the answer to this problem and this need.

Suggestions will be gratefully received. Contributions likewise.

Ladies Present

In this issue we sweep our plumes in greeting to the ladies of the Woman's Auxiliary to the California Medical Association. On page 49 appears the first of a proposed series of monthly reports of the various activities of the Auxiliary. It was prepared by Mrs. Frederick J. Miller, of Bakersfield, who in May of this year was installed as president of the organization.

We have long been aware, of course, of the Auxiliary's toil in behalf of the California Medical Association, but perhaps not keenly enough aware of it or of the specific results our womenfolk have achieved. The purpose of the new page is to serve as a bulletin board where the Auxiliary can post, for perusal by members of the California Medical Association, a record of its projects and achievements, citing chap-

ter and verse, naming names and stating amounts.

The design for the heading that is used on the new page—the seal of the Woman's Auxiliary superimposed upon the classical medical symbol for woman—was inspired by the kindled words of an anonymous writer of advertising copy. While casting about for a suitable idea for a heading for the page, we chanced upon an advertisement that read: "pretty, gentle, demure, soft, affectionate, receptive, maternal—in a word, *feminine*." This rather pleasantly emotional message was tied in with a picture of the symbol for woman. That solved our problem. If a mere symbol could mean so much, why, by all means we must use it.

We turn now, as ever we must, *to the ladies*. Page 49.